

East LA neighbors make a difference

As mentioned in last month's issue, the County's stormwater pollution prevention campaign will include a pilot program in East Los Angeles. The East LA neighborhood, known as Union Pacific, is bordered by Whittier Blvd. and Noakes St. on the north and south; and Indiana St. and Marianna Ave. to the east and west. The pilot program will encourage residents to take action to reduce litter and pollution. Since the Union Pacific area is inland, many residents don't see the direct impact street trash has on the County's waterways and beaches. The focus will be on their own neighborhood.

The program will mostly target the Spanish-speaking community and will consist of 1) stakeholder outreach 2) community clean-up days and 3) aggressive media relations. The effort will also include working with County Supervisor Gloria Molina and other local elected officials, and providing planning support and materials to organizations already working in the area, such as the Los Angeles

Conservation Corps and Our Lady of Victory church. Both organizations are active in bringing environmental concerns to residents' attention. The Spanish language campaign has been themed "Los Angeles, ManténLA Limpia," which encourages residents to keep LA clean.

The pilot program will include an effort to measure behavior change by using street sweeping and trash collection data from before, during and after campaign activities. For information on the East LA pilot program or to take part in an upcoming clean-up day, please call Maricela Cueva at 626-403-3200. ♦

did you know?

Los Angeles residents dispose of enough tons of trash to fill Dodger Stadium every two weeks!

We can help!

To assist Copermittees in effectively reaching residents with messages that are meaningful in their city, the County will be providing technical assistance for public information and participation programs. At each quarterly public education meeting the County will provide an update on the comprehensive Countywide campaign and offer training on specific outreach methods to reach various communities. Training topics may include low-cost and effective community event strategies, or innovative ways to use existing public education materials. Assistance will also be provided on the www.888CleanLA.com Web site beginning in October. The redesigned site will have a password-protected area for cities to access campaign materials and exchange information. In the interim, please contact Victoria Lelash at 310-248-6146 for information or assistance. ♦

County to launch advertising campaign

The 2003 Stormwater/Urban Runoff Public Education Program's advertising campaign is about to launch into full swing. A variety of strategies and methods will be used to reach all LA County residents, including two grassroots pilot programs that target the communities of East LA and Inglewood. Partnerships have been developed with a number of media outlets, including special on-air promotions such as beach clean-up days with KIIS FM and KFC. Special promotions have also recently run on KCAL Channel 9 and KCBS 2 television stations to promote events like the LA River Ride and Bay Days beach festival.

The new ad campaign features tv, radio, newspaper and billboard ads with the tagline "Can It" and encourages residents to tackle the litter issue and "can" their trash. "The idea is to appeal to every resident, reminding them that their actions contribute directly to pollution and there is something each individual can do about it," said Melinda Barrett, Head of the Environmental Affairs Section with the County's Department of Public Works. " 'Can It' reminds people that litter is a problem and that they can be a part of the solution."

The East LA pilot program will include partnerships with Univision and Telemundo TV, KSCA radio, Eastern Group Publications and *La Opinión*, and will begin in the fall. In Inglewood, partnerships have been developed with radio stations KJLH, KKBT and KTYM, as well as a variety of print publications.

Keep your eyes and ears tuned for the "Can It" TV and radio spots, and watch for billboards beginning in September. For more information, please call Kim Lyman at 626-458-6533. ♦

August 9th

9 am – 3 pm

9 am – 11 am

9 am – 11 am

August 16th

9 am – 3 pm

9 am – 2 pm

9 am – 11 am

9 am – 11 am

August 23rd

9 am – 3 pm

9 am – 3 pm

9 am – 11 am

August 30th - 31st

For info call 1 (888) CLEAN LA

Household Hazardous Waste Collection Event

Rio Hondo College – Whittier — 3600 Workman Mill Rd., Parking Lot A

Smart Gardening Workshops

Huntington Park Facility – Huntington Park — Bissell St. at Randolph St.

La Mirada Community Garden – La Mirada — 13518 Biola Ave.

Household Hazardous Waste Collection Event

Santa Anita Racetrack – Arcadia — Gate 6, Colorado Pl.

Mariposa Ave. Parking Lot – Sierra Madre — Mariposa Ave. just west of Baldwin Ave.

Smart Gardening Workshops

Gates Canyon Park – Calabasas — 25801 Thousand Oaks Blvd.

Castaic Lake Water Agency – Santa Clarita — 27234 Bouquet Canyon Rd.

Household Hazardous Waste Collection Event

South Gate Park – South Gate — Tweedy Blvd. at Hildreth Ave.

Citrus College – Glendora — Barranca Ave. just north of Alostia Ave., Stadium Parking Lot

Smart Gardening Workshop

Birney Elementary School – Long Beach — 710 W. Spring St.

Project Pollution Prevention, KIIS FM & KFC Clean-up Day

Manhattan Beach — www.kiisfm.com

Please submit articles or event information four weeks in advance to Denisse Salazar at dsalazar@ladpw.org

*If you would like to receive this newsletter
via email, please send your email address
to Denisse Salazar at dsalazar@ladpw.org*

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